



# WRAP YOUR GIFTS IN BEAUTY

This is the Famous  
**NORCROSS**  
"HOW TO" GUIDE  
to wrapping  
more beautiful packages!



Mrs. Wylie was going to a bridal shower, so she stopped by the gift wrapping department to select some NORCROSS gift paper with a gift card and ribbon to match.



Suddenly she remembered that her husband's birthday was less than a month away. Her niece and nephew would soon be having birthdays, too. So she selected a bold masculine pattern, some amusing juveniles, and an especially pretty floral—just because it caught her eye!



Of course she selected  
NORCROSS gift cards and  
ribbons to match each wrapping.



At home, Mrs. Wylie put all her lovely new NORCROSS gift wrappings in a big, flat suit-box. In addition to the papers, ribbons and gift cards, the box held a NORCROSS Parcel Post Kit to wrap packages that had to be mailed, scissors, gummed tape and white tissue.

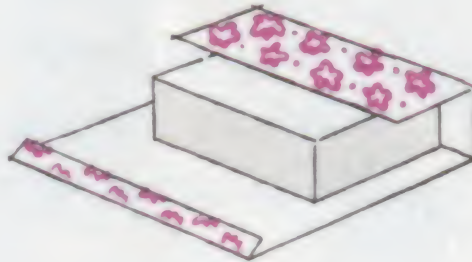
The suit-box kept all the gift wrappings fresh and ready to use.



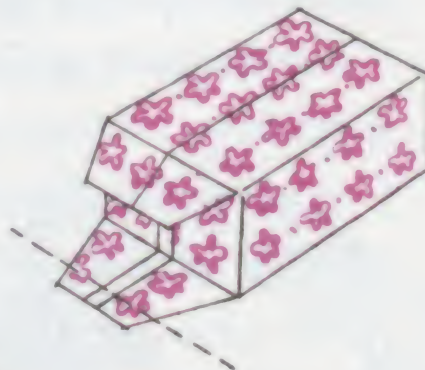
Mrs. Wylie had quite a reputation for wrapping pretty packages.



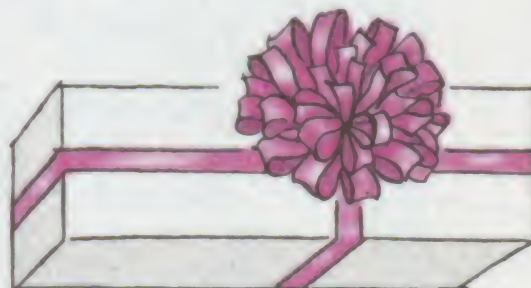
She was always careful to center the box on the paper so the design showed to the best advantage.



She never allowed the paper to extend more than a little over half way down the ends of the box. Her neat, professional looking corners were made by turning the *ends* in first and fastening them with gummed tape.

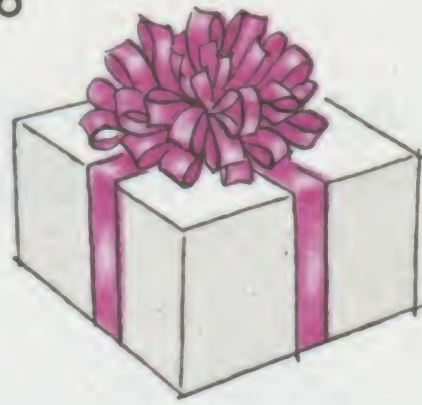
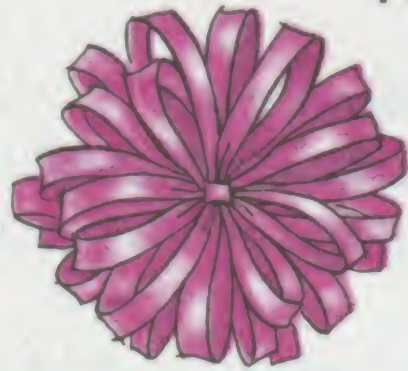


Mrs. Wylie tied the ribbon  
around the packages in many different  
and imaginative ways.



The bows were always tied separately and  
attached with ribbon or gummed tape.





For the bridal shower present,  
Mrs. Wylie decided to tie a  
huge pompon bow, like this:



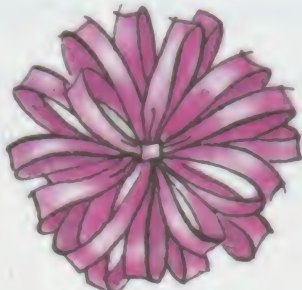
**1.** Make loops of ribbon, twisting each at the center to keep right side turned out.



**2.** When four or more loops are made, fasten by winding thread tightly around the middle.



**3.** Make second bow the same way and tie with ribbon at right angles across the first.

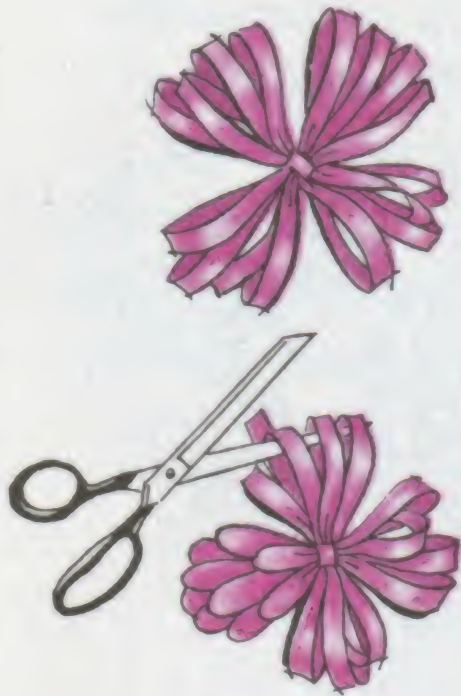


**4.** Spread the loops to make a full, fluffy pompon.

Sometimes Mrs. Wylie varied the pompon bow by cutting all the loops and rounding the ends to make "flowers".



She used a sharply contrasting ribbon to tie the two bows together so each flower would have a "center".



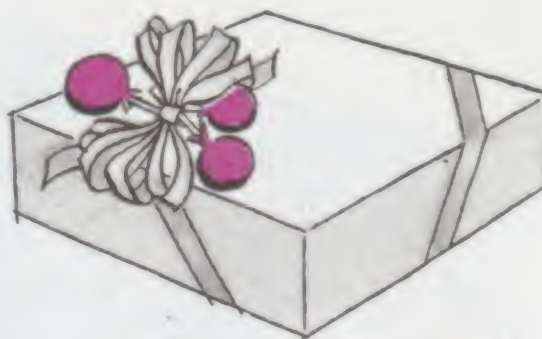
Loops of green ribbon formed the leaves, and she often combined bows of various sizes and colors to make a magnificent "cascade of flowers".



On presents for young children she added special touches like lolly-pops, or a small toy.



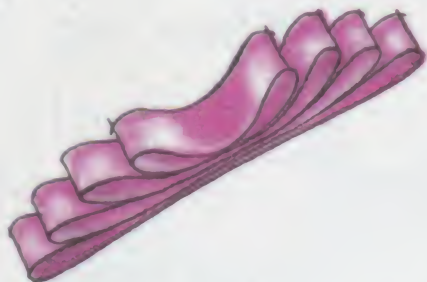
The nephew's present was wrapped in this amusing way!



She gave her husband's gift a neat tailored bow—the kind that looks so impressive, but is easy to do.



**1.** Cut short length of ribbon, turn ends under and tape together.



**2.** Make as many loops as needed, each one a little longer than the last one.

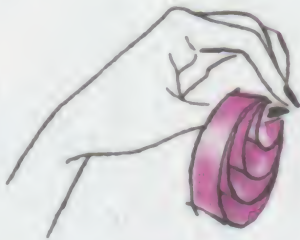


**3.** Tape all loops together at the center and cover tape with a short length of ribbon, fastened at the back.

Mrs. Wylie's niece was really excited over the ribbon butterfly she found on her birthday present! It is a simple combination of two "wheel" bows.



- 1.** Wrap ribbon around thumb, holding end firmly in place.



- 2.** Continue winding, making each circle a little larger until wheel is desired size.



- 3.** Tape ends firmly and make second wheel the same size.



- 4.** Loop short length of contrasting ribbon over fingers as shown, to form body and feelers. Tape at center.

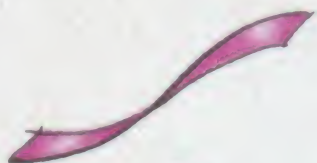


- 5.** Place body between the two "wings" and tape all three together at the middle. Cover tape with short ribbon, tied at back. Tie butterfly to the package.





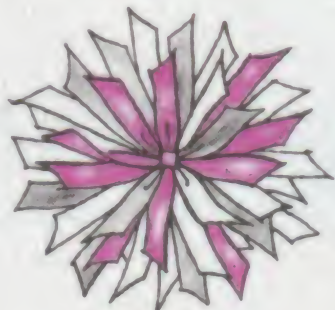
Mrs. Wylie never threw away any left-over scraps of ribbon. She saved every bit of NORCROSS Lustre-Tie and Lustre-Curl to make spectacular and economical Fiesta Bows!



**1.** Twist each short length of ribbon of every color.



**2.** Combine in star-shaped groups of four and tie together. Build up bow using larger "stars" at bottom and smaller "stars" on top.

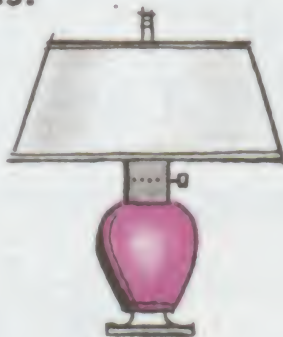


**3.** Tie all layers together, trim ends at an angle, and fasten to the package.

This multicolored bow is particularly effective on NORCROSS solid colored gift wrapping.



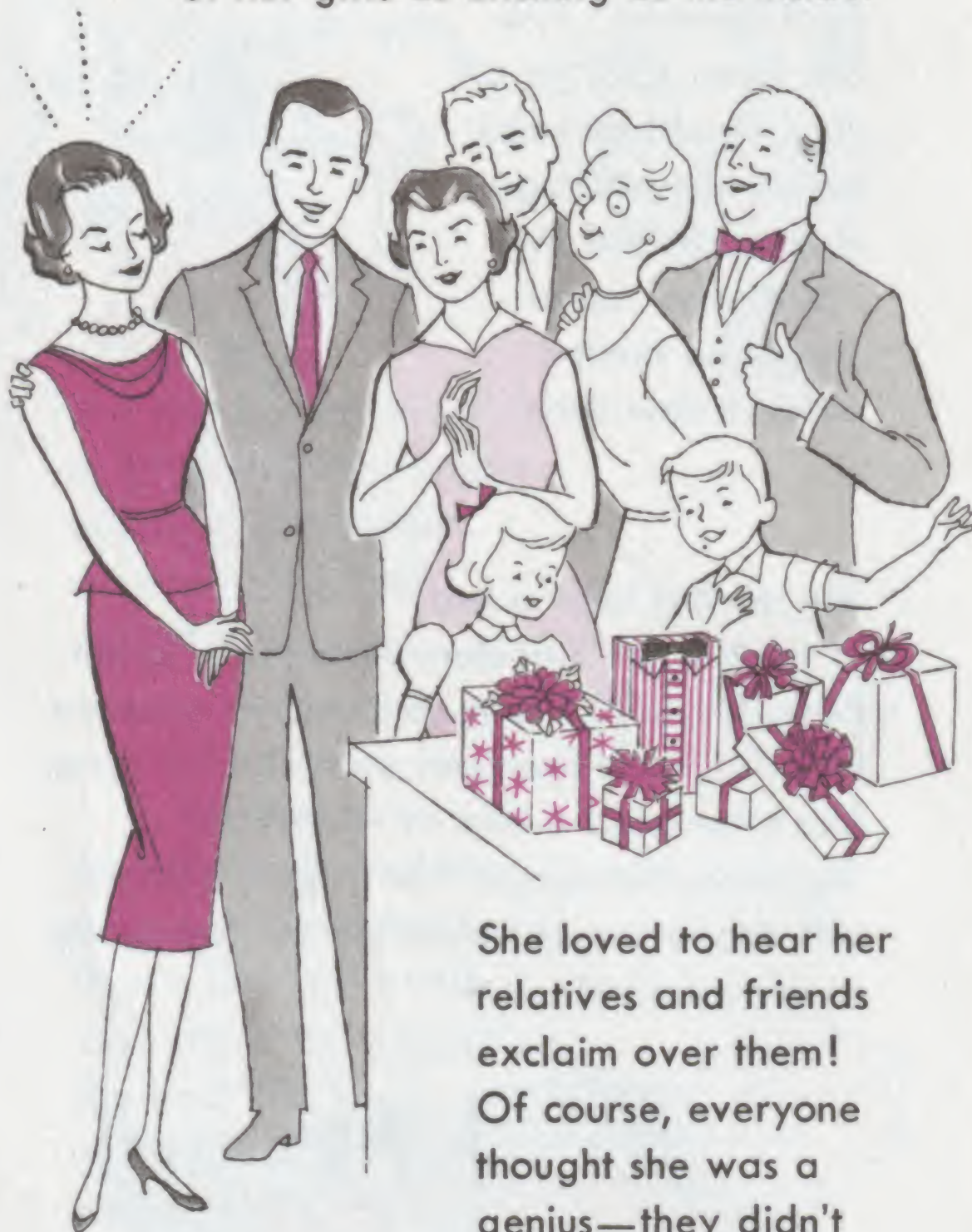
She used  
NORCROSS Jumbo Wrappings  
whenever she had to wrap an extra  
large package, or one of unusual size.  
Jumbo Wrappings are twice as big  
as average size sheets and are available  
in a variety of  
patterns.



With NORCROSS Jumbo Wrappings it is as  
easy to wrap a large gift as a small one.



Mrs. Wylie liked to make the outside of her gifts as exciting as the inside.



She loved to hear her relatives and friends exclaim over them! Of course, everyone thought she was a genius—they didn't know how easy it is to wrap gifts the glamorous NORCROSS way!

Mrs. Wylie had lovely "gift manners", too. She knew that the gift card should be read before the package is opened, and that "thank-you" notes should be mailed within a few days.



She always kept a box of NORCROSS Signature Notepaper in her desk. She said it helped her write gracious little acknowledgements and informal notes. She often used a box of NORCROSS Signature Notepaper for a special little gift, too. It comes beautifully boxed and is so inexpensive!



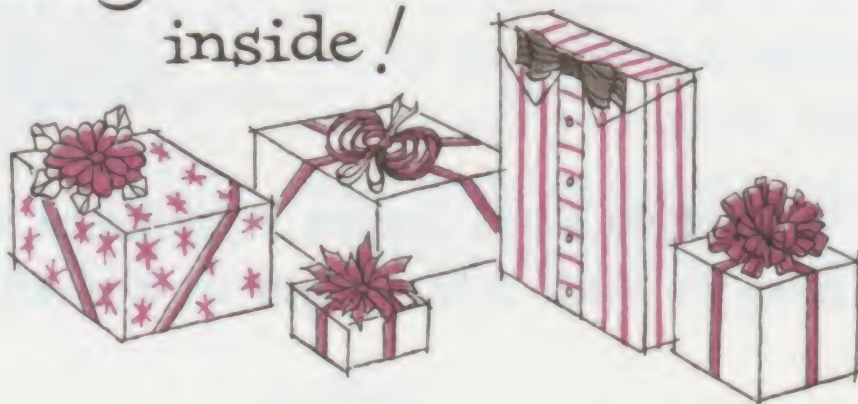




Because she wrapped gifts so beautifully herself, her friends took special care when they were wrapping gifts for her. They enjoyed doing it, because Mrs. Wylie made it a point always to admire and comment on the beauty of the package.

All of which brings us to  
the moral of this little story . . .

The way your gift  
is wrapped and tied  
Means just as much as what's  
inside!



WRAP YOUR GIFTS IN BEAUTY

**N**

The **NORCROSS** way



Beautiful Packages  
with the  
Professional Look!

So easy to do

**N**

The **NORCROSS** way